

**From:** Sloly, Peter  
**Sent:** Wed, 26 Jan 2022 23:04:25 +0000  
**To:** Steinbachs, John; Maloney, Kevin  
**Subject:** RE: TIME SENSITIVE REQUEST- RE: ASI / OPS Review

Unclassified

Good to see that ASI support on this

ps

Peter Sloly  
Chief of Police /Chef de police  
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613.236.1222, ext/poste 5590  
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Ottawa, ON K1G 6H5



**From:** Steinbachs, John <SteinbachsJ@ottawapolice.ca>  
**Sent:** Wednesday, January 26, 2022 3:23 PM  
**To:** Sloly, Peter <SlolyP@ottawapolice.ca>; Maloney, Kevin <MaloneyK@ottawapolice.ca>  
**Subject:** FW: TIME SENSITIVE REQUEST- RE: ASI / OPS Review

Unclassified

fyi

**From:** Ghadiali, Jennifer <GhadialiJ@ottawapolice.ca>  
**Sent:** Wednesday, January 26, 2022 3:22 PM  
**To:** Steinbachs, John <SteinbachsJ@ottawapolice.ca>  
**Subject:** FW: TIME SENSITIVE REQUEST- RE: ASI / OPS Review

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FYI – ASI will provide some insights Friday re protests and will be providing a presentation in advance for meeting on Friday that we can circulate to participants

**From:** Lee Thompson <[lee.thompson@advancedsymbolics.com](mailto:lee.thompson@advancedsymbolics.com)>  
**Sent:** Wednesday, January 26, 2022 3:15 PM  
**To:** Ghadiali, Jennifer <[GhadialiJ@ottawapolice.ca](mailto:GhadialiJ@ottawapolice.ca)>  
**Cc:** Natalia Lioutaia <[natalia.lioutaia@advancedsymbolics.com](mailto:natalia.lioutaia@advancedsymbolics.com)>; Gina Theivendra <[gina.theivendra@advancedsymbolics.com](mailto:gina.theivendra@advancedsymbolics.com)>  
**Subject:** [EXTERNAL] RE: TIME SENSITIVE REQUEST- RE: ASI / OPS Review

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Hi Jennifer,

I currently have our team creating the models required to pull the data that pertains to the protests this Saturday. I have no doubt that we will be able to touch on all these topics and provide meaningful and actionable insights. We will prepare this in a separate deck so that we can extract the again data on Friday so that our information is as current as possible.

I will also be sure to send you the originally planned presentation tomorrow so that it can be circulated prior to the meeting.

If you have any other questions or concerns, please do not hesitate.

All the best,  
Lee



**Lee Thompson**

Augmented Research Manager | Advanced Symbolics Inc.

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**From:** Ghadiali, Jennifer <[GhadialiJ@ottawapolice.ca](mailto:GhadialiJ@ottawapolice.ca)>  
**Sent:** January 26, 2022 3:07 PM  
**To:** Lee Thompson <[lee.thompson@advancedsymbolics.com](mailto:lee.thompson@advancedsymbolics.com)>  
**Cc:** Natalia Lioutaia <[natalia.lioutaia@advancedsymbolics.com](mailto:natalia.lioutaia@advancedsymbolics.com)>; Gina Theivendra <[gina.theivendra@advancedsymbolics.com](mailto:gina.theivendra@advancedsymbolics.com)>  
**Subject:** RE: TIME SENSITIVE REQUEST- RE: ASI / OPS Review

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**From:** Ghadiali, Jennifer  
**Sent:** Wednesday, January 26, 2022 1:49 PM  
**To:** Lee Thompson <[lee.thompson@advancedsymbolics.com](mailto:lee.thompson@advancedsymbolics.com)>  
**Cc:** Natalia Lioutaia <[natalia.lioutaia@advancedsymbolics.com](mailto:natalia.lioutaia@advancedsymbolics.com)>; Gina Theivendra <[gina.theivendra@advancedsymbolics.com](mailto:gina.theivendra@advancedsymbolics.com)>  
**Subject:** TIME SENSITIVE REQUEST- RE: ASI / OPS Review

Hi Lee,

I just wanted to connect about plans for Friday but also ask about whether ASI can provide input regarding another emerging topic.

Re. Friday's meeting:

- You mentioned a number of things that you're planning on presenting at the meeting Friday – and all of these will be very useful to review for meeting participants. Is it possible to circulate this information in advance of the meeting so that participants can review in advance and prepare for meeting? Some of the meeting participants will not have as much familiarity with the work done to-date.

Emerging topic:

- As I'm sure you're aware, there will be a large-scale protest taking place this weekend in Ottawa as truck drivers from all over Canada converge on the capital. (see: [Freedom Convoy: Ottawa police to hold briefing on preparations for truckers | CTV News \[ottawa.ctvnews.ca\]](#)).
- We were wondering whether ASI can provide some information about this emerging topic for Friday, such as:
  - o What are the volume of interactions about this topic? (i.e. is this a big topic of conversation in Ottawa?)

- o What are public perceptions/sentiment about the protests (i.e. are they in support/opposed, what are their concerns - traffic disruptions, violence etc?)
- o What are public perceptions/sentiment about OPS handling/preparation for this protest? (i.e. do they feel OPS is prepared, communicating to the public, addressing the demonstrations appropriately, etc.)

Can you please let me know ASAP if providing some insights re this topic Friday is feasible and confirm whether you'll be circulating anything in advance of the meeting?

Thanks,

Jen

Cell: [REDACTED]

**From:** Ghadiali, Jennifer <[GhadialiJ@ottawapolice.ca](mailto:GhadialiJ@ottawapolice.ca)>  
**Sent:** January 24, 2022 12:55 PM  
**To:** Lee Thompson <[lee.thompson@advancedsymbolics.com](mailto:lee.thompson@advancedsymbolics.com)>  
**Cc:** Natalia Lioutaia <[natalia.lioutaia@advancedsymbolics.com](mailto:natalia.lioutaia@advancedsymbolics.com)>; Gina Theivendra <[gina.theivendra@advancedsymbolics.com](mailto:gina.theivendra@advancedsymbolics.com)>  
**Subject:** RE: ASI / OPS Review

Unclassified

Unclassified

Lee,

I just spoke to the Chief's admin assistant and she will reschedule back to this Friday afternoon. You should receive another meeting invitation.

Thanks,

Jennifer Ghadiali  
Evaluation and Research Specialist  
Strategy & Communications Directorate | Ottawa Police Service  
Cell: [REDACTED] | Work: 613-236-1222, ext. 5656  
[GhadialiJ@ottawapolice.ca](mailto:GhadialiJ@ottawapolice.ca)

**From:** Lee Thompson  
<[lee.thompson@advancedsymbolics.com](mailto:lee.thompson@advancedsymbolics.com)>  
**Sent:** Monday, January 24, 2022 12:23 PM  
**To:** Ghadiali, Jennifer <[GhadialiJ@ottawapolice.ca](mailto:GhadialiJ@ottawapolice.ca)>  
**Cc:** Natalia Lioutaia <[natalia.lioutaia@advancedsymbolics.com](mailto:natalia.lioutaia@advancedsymbolics.com)>;  
Gina Theivendra <[gina.theivendra@advancedsymbolics.com](mailto:gina.theivendra@advancedsymbolics.com)>  
**Subject:** [EXTERNAL] RE: ASI / OPS Review

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Hi Jen,

Unfortunately, I still have a conflict tomorrow at 1pm. I am available this Thursday or Friday afternoon (anytime between 1pm and 5pm) or Monday or Tuesday morning of next week (9am to 1pm). If these times do not work, then will do my best to accommodate for a time that works for you and your team.

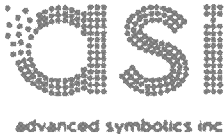
For this meeting, I can go over all topics covered to date with up-to-date insights as I have run the models over the past year. I have created a comparison of engagement for each topic so that you can see the most talked about topics in Ottawa. I added sentiment as well so we can really concentrate on the areas of opportunity.

My plan is to also have the most talked about subjects in Ottawa over the most recent time period. I am looking at the last month so that all insights are current.

From there we can offer message testing, which can serve as a tool to help with any releases to the public about certain topics. This can help with trying to find verbiage that will yield the desired results for you and your team.

If you have any questions, please do not hesitate.

Many thanks,  
Lee



**Lee Thompson**

Augmented Research Manager | Advanced Symbolics Inc.

Mobile: ( )

Website: [www.advancedsymbolics.com](http://www.advancedsymbolics.com) [[advancedsymbolics.com](http://advancedsymbolics.com)]

**From:** Ghadiali, Jennifer <[GhadialiJ@ottawapolice.ca](mailto:GhadialiJ@ottawapolice.ca)>  
**Sent:** January 24, 2022 11:29 AM  
**To:** Lee Thompson <[lee.thompson@advancedsymbolics.com](mailto:lee.thompson@advancedsymbolics.com)>  
**Subject:** RE: ASI / OPS Review  
**Importance:** High

Unclassified

Unclassified

Hi Lee,

Both Michelle and I were off Friday, so apologies for not responding to this message earlier. I just wanted to check if tomorrow's meeting still needs to be rescheduled? Should I connect with the Chief's admin to try to find another date for this discussion?

If so, there are a large number of OPS participants invited, so I'm not sure what availability looks like on our end later this week. We may need to look ahead to next week as well (please advise if there are dates that will not work for ASI participants).

I anticipate that in this meeting, the Chief and Command Team will want to review:

- What has been done so far (method, sample, benchmarking topics)

- What topics have been explored, what have been the key insights (topics with most engagement, topics that were most positive/negative, actionable insights/recommendations)
- What will the reports include going forward – ie. continued tracking and insights re. the 20 topics
- Potential to use message testing, topic discovery

They may ask questions about timeliness of data, how representative the sample is, etc.

Please let me know and happy to touch base by phone this afternoon if needed. I have a couple meetings but will try to be available.

Jennifer Ghadiali  
Evaluation and Research Specialist  
Strategy & Communications Directorate | Ottawa Police Service  
Cell: [REDACTED] | Work: 613-236-1222, ext. 5656  
[GhadialiJ@ottawapolice.ca](mailto:GhadialiJ@ottawapolice.ca)

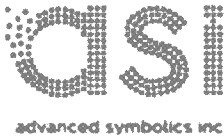
**From:** Lee Thompson  
<[lee.thompson@advancedsymbolics.com](mailto:lee.thompson@advancedsymbolics.com)>  
**Sent:** Friday, January 21, 2022 2:02 PM  
**To:** Ghadiali, Jennifer <[GhadialiJ@ottawapolice.ca](mailto:GhadialiJ@ottawapolice.ca)>; Gauthier, Michelle <[GauthierM@ottawapolice.ca](mailto:GauthierM@ottawapolice.ca)>  
**Cc:** Natalia Lioutaia <[natalia.lioutaia@advancedsymbolics.com](mailto:natalia.lioutaia@advancedsymbolics.com)>  
**Subject:** [EXTERNAL] ASI / OPS Review

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Hi Jen and Michelle,

I saw that Chief Sloly has moved our meeting from Friday, January 28 at 2:30 pm to Tuesday, January 25 at 1:00 pm. I unfortunately have a scheduling conflict at that time and Monday through Wednesday is quite busy for me. If it is possible, can we reschedule to sometime on Thursday or Friday? If not, I will do my absolute best to accommodate this time.

Many thanks,  
Lee



**Lee Thompson**

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